AMENDMENTS TO THE CLAIMS

1.   (Canceled)

2.   (Canceled)

3.   (Currently amended) A method in a computing system for responding to a request for information about an item, comprising:

receiving a request for information about the item;

among a plurality of sellers, identifying those (1) that are offering the item for sale, (2) whose availability level for the ~~selected~~ item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

selecting as the featured seller of the item the identified seller that is offering the ~~selected~~ item at the lowest price; and

replying to the request for information with a web page containing both (1) information describing the item, and (2) a control that, when <u>can</u> ~~be~~ activated<u>, adds the item to a shopping cart so that the order will be placed from the featured seller when check out is performed.</u> ~~to order the item from the featured seller~~.

4.   (Original) The method of claim 3 wherein the identifying and selecting is performed before the receiving.

5.   (Previously presented) The method of claim 3 wherein the identifying and selecting is performed at a uniform interval,

the method further comprising determining a most recently selected featured seller, and

wherein the most recently selected featured seller is used to reply to each of a plurality of received requests.

6.   (Original) The method of claim 3 wherein the identifying and selecting is performed after the receiving.

7.   (Original) A computing system for responding to a request for information about an item, comprising:

a receiving subsystem that receives a request for information about the item;

an identification subsystem that identifies, among a plurality of sellers, those (1) that are offering the item for sale, (2) whose availability level for the ~~selected~~ item exceeds a predetermined availability threshold, and (3) having a seller score relating to a plurality of different items offered for sale by the seller that exceeds a predetermined score threshold;

a selection subsystem that selects as the featured seller of the item the identified seller that is offering the ~~selected~~ item at the lowest price; and

a reply subsystem that replies to the request for information with a web page containing both (1) information describing the item, and (2) a control that <u>when</u> ~~can be~~ activated<u>, adds the item to a shopping cart and indicates that an order for the item is to be placed with</u> ~~to order the item from~~ the featured seller.

8. (Currently amended) A ~~data transmission network conveying~~ <u>computer readable medium storing</u> a page definition data structure, the page definition data structure comprising:

content specifying the display of information describing a selected item; and

content specifying the display of a <u>shopping cart</u> control that may be activated to <u>add the selected item to a shopping cart to enable the ordering of</u> ~~order~~ the selected item from a distinguished one of a plurality of sellers, the distinguished seller being selected by offering the selected item for sale at the lowest price among those sellers of the plurality (1) that are offering the item for sale, (2) whose availability level for the selected item exceed a predetermined availability threshold, and (3) having a seller score that exceeds a predetermined score threshold.

9. (Currently amended) The ~~data transmission network~~ <u>computer readable medium</u> of claim 8 wherein the data structure further comprises contents specifying the display of the control that may be activated to display ordering controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller.

10. (Currently amended) The ~~data transmission network~~ <u>computer readable medium</u> of claim 8 wherein the data structure further contains contents specifying the display of one or more secondary controls that may be activated to order the selected item from a different one of the plurality of sellers other than the distinguished seller, wherein the control for the distinguished seller is displayed more prominently than the secondary controls.

11. (Currently amended) The ~~data transmission network~~ <u>computer readable medium</u> of claim 8 wherein the data structure is a web page.

12-32. (Canceled)

33. (New) The method as defined in Claim 3, wherein the featured seller is visually emphasized on the web page with respect to other sellers identified on the web page.

34. (New) The method as defined in Claim 3, wherein the threshold is settable to different values.

35. (New) The method as defined in Claim 3, wherein the threshold is settable to a time period corresponding to a plurality of days.

36. (New) The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a numerical value corresponding to the availability level of at least the featured seller.

37. (New) The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a numerical value corresponding to the availability level of sellers in addition to the featured seller.

38. (New) The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a numerical value corresponding to an availability level of at least one of the plurality of sellers, wherein the numerical value is settable to a value greater than one.

39. (New) The method as defined in Claim 3, the method further comprising providing for display to a user who submitted the request a range corresponding to an availability level of at least one of the plurality of sellers, the range including a lower bound and an upper bound, wherein the upper bound is different than the lower bound.

40. (New) The method as defined in Claim 3, the method further comprising providing a first plurality of ordering controls corresponding to at least a portion of the plurality of sellers, wherein activation of any of the plurality of controls will cause the item to be added to a user's shopping cart.

41. (New) The method as defined in Claim 3, the method further comprising providing a plurality of ordering controls on a first web page corresponding to sellers other than the featured

seller, wherein regardless of which of the plurality of ordering controls is activated, the item is placed in the user's shopping cart.

42. (New) The method as defined in Claim 3, the method further comprising providing a control to a user who submitted the request, which when activated, orders the item from the seller without the user performing any subsequent interactions.

43. (New)The method as defined in Claim 3, the method further comprising providing an indication as to which of the plurality of sellers has a fastest shipping time.

44. (New)The method as defined in Claim 3, the method further comprising providing for display to a user which submitted the request shipping timing information for the item with respect to the featured seller and at least one other seller.

45. (New) The method as defined in Claim 7, wherein the featured seller is visually emphasized on the web page with respect to other sellers identified on the web page.

46. (New) The computing system as defined in Claim 7, wherein the threshold is settable to different values.

47. (New) The computing system as defined in Claim 7, wherein the threshold is settable to a time period corresponding to a plurality of days.

48. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a numerical value corresponding to the availability level of at least the featured seller.

49. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a numerical value corresponding to the availability level of sellers in addition to the featured seller.

50. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a numerical value corresponding to the availability level of at least one of the plurality of sellers, wherein the numerical value is settable to a value greater than one.

51. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide for display to a user who submitted the request a range including an upper bound and a lower bound corresponding to an availability level of at least one of the plurality of sellers.

52. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide a first plurality of ordering controls corresponding to at least a portion of the plurality of sellers, wherein activation of any of the plurality of controls will cause the item to be added to a user's shopping cart.

53. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide a plurality of ordering controls on a first web page corresponding to sellers other than the featured seller, wherein regardless of which of the plurality of ordering controls is activated, the item is placed in the user's shopping cart.

54. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide a control to a user who submitted the request, which when activated, orders the item from the seller without the user performing any subsequent interactions.

55. (New) The method as defined in Claim 7, the method further comprising providing for display to a user which submitted the request shipping timing information for the item with respect to the featured seller and at least one other seller.

56. (New) The computing system as defined in Claim 7, wherein the computing system is further configured to provide an indication as to which of the plurality of sellers has a fastest shipping time.

57. (New) The method as defined in Claim 7, the method further comprising providing for display to a user which submitted the request shipping timing information for the item with respect to the featured seller and at least one other seller.

58. (New) A method in a computing system for responding to a request for information about an item, comprising:

receiving a request for information about the item provided by a user;

among a plurality of sellers, identifying those that are:

offering the item for sale;

have an availability level that satisfies a first criterion;

have a seller score relating to a plurality of different items offered for sale by the seller that satisfies a second criterion;

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selecting as a distinguished seller a seller that is offering the item at a lowest price, offering the item for sale, has an availability level that satisfies the first criterion, and has a seller score that satisfies the second criterion;

providing for display to the user:

a perceptible distinction with respect to the distinguished seller;

a price at which the distinguished seller is offering the item; and

a shopping cart control that, when activated, adds the item to a shopping cart associated with the user.

59. (New) The method as defined in Claim 58, the method further comprising visually emphasizing the distinguished seller with respect to other sellers on a web page.

60. (New) The method as defined in Claim 58, the method further comprising determining if the first criterion is satisfied by comparing the availability level with a first threshold having a value greater than one.

61. (New) The method as defined in Claim 58, wherein the first criterion is having an availability within a specified quantity of days.

62. (New) The method as defined in Claim 58, the method further comprising providing for display to the user a numerical value corresponding to the availability level of at least the distinguished seller.

63. (New) The method as defined in Claim 58, the method further comprising providing for display to the user a numerical value corresponding to the availability level of sellers in addition to the distinguished seller.

64. (New) The method as defined in Claim 58, the method further comprising providing for display to the user a numerical value corresponding to an availability level of at least one of the plurality of sellers, wherein the numerical value is greater than one.

65. (New) The method as defined in Claim 58, the method further comprising providing for display to the user a range corresponding to an availability level of at least one of the plurality of sellers, wherein the range includes an upper bound and a lower bound.

66. (New) The method as defined in Claim 58, the method further comprising providing a first plurality of ordering controls corresponding to at least a portion of the plurality of sellers,

wherein activation of any of the plurality of controls will cause the item to be added to a user's shopping cart.

67. (New) The method as defined in Claim 58, the method further comprising providing a plurality of ordering controls on a first web page corresponding to sellers other than the distinguished seller, wherein regardless of which of the plurality of ordering controls is activated, the item is placed in the user's shopping cart.

68. (New) The method as defined in Claim 58, the method further comprising providing a control to the user, which when activated, orders the item from the seller without the user performing any subsequent interactions.

69. (New)The method as defined in Claim 58, the method further comprising providing an indication as to which of the plurality of sellers has a fastest shipping time.

70. (New)The method as defined in Claim 58, the method further comprising providing for display to a user which submitted the request shipping timing information for the item with respect to the distinguished seller and at least one other seller.